

September 24, 2003

The Honorable Board of Supervisors  
County of Los Angeles  
383 Kenneth Hahn Hall of Administration  
500 West Temple Street  
Los Angeles, CA 90012

Dear Supervisors:

**44<sup>th</sup> ANNUAL LOS ANGELES COUNTY HOLIDAY CELEBRATION  
(ALL DISTRICTS) (3 VOTES)**

**IT IS RECOMMENDED THAT YOUR BOARD:**

1. Approve the proposed 44<sup>th</sup> Annual Los Angeles County Holiday Celebration program to be held December 24, 2003 from 3:00 p.m. to 9:00 p.m., at the Music Center's Dorothy Chandler Pavilion and a one-hour edited highlight program to air nationally on December 25<sup>th</sup> as recommended by the Arts Commission, and authorize the Executive Director to make changes in programming that may be necessary due to production requirements.
2. Direct the Executive Director to implement all production aspects of the live program and to sign the necessary agreements with KCET-TV and CDK Productions to telecast the performance.
3. Direct Five Star Parking to make free parking available to participants and attendees in the Music Center garage all day on December 24<sup>th</sup>. Lot 17 should also be available to accommodate any overflow. Appropriate signage regarding free parking should be posted at entrances to the Music Center garage. Free parking is also needed in the Music Center garage for rehearsals from 8:00 a.m. to 5:00 p.m. on December 6<sup>th</sup> and 7<sup>th</sup> and equipment load-in on December 22<sup>nd</sup> and 23<sup>rd</sup> from 7:00 a.m. to midnight.

4. Request the Music Center to make arrangements with the Music Center caterer to insure that Otto's Restaurant and the Spotlight Café will be open for business throughout the duration of the program, and that any food/beverage items sold in the Dorothy Chandler Pavilion be appropriate in cost and menu for the anticipated audience.

**PURPOSE/JUSTIFICATION OF RECOMMENDED ACTION:**

The first annual holiday program was held on December 24, 1959 and has been an ongoing community tradition for the past 43 years.

On September 8, 2003, the Arts Commission approved the proposed roster of participants. The proposed roster is presented to the Board of Supervisors each year in compliance with a motion approved by the Board of Supervisors on July 12, 1983. Approval at this time is necessary to complete the program production.

The live audience for the 43<sup>rd</sup> Annual Holiday Celebration totaled 6,200 and the live broadcast ratings for KCET averaged 40,000 households, or 52,000 viewers at any given time during the six-hour broadcast, reflecting a 33% increase over 2002. Two of the four-hour radio rebroadcast aired in prime time on public radio station KPCC 89.3 FM, which has an estimated total listening audience of 345,000.

Last year the first national broadcast of a one-hour edited highlight program of the Holiday Celebration was carried by 152 PBS stations, representing more than 44% of all PBS member station and 60% of public television audiences nationwide. The broadcast garnered the Productivity and Quality Commission's special County Image Enhancement award. This year the national program will be delivered to PBS headquarters the morning of December 25<sup>th</sup> for broadcast throughout the holiday week.

**Implementation of Strategic Plan Goals**

The recommended action is consistent with the County Strategic Plan Goal of Service Excellence, as the program will provide the public with free access to a high quality cultural event.

**FISCAL IMPACT/FINANCING:**

The County's cost to produce this program is \$493,000. Additionally, the Music Center contributes \$10,000 to the program and there is no fee for the use of the Dorothy Chandler Pavilion. The American Federation of Television & Radio Artists waives 20% of the professional singers' day rate and the International Association of Technical & Stage Employees and Professional Musicians Local 47 waive broadcast fees for the program on December 24<sup>th</sup>.

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Funds have been allocated for this purpose by your Board as part of the approved Fiscal Year 2003-2004 budget and from the Cable TV Franchise Fund.

**FACTS AND PROVISIONS/LEGAL REQUIREMENTS:**

Not applicable.

**IMPACT ON CURRENT SERVICES (OR PROJECTS):**

Not applicable.

Respectfully submitted,

**LAURA ZUCKER**  
Executive Director

Attachments (1)

c: David E. Janssen, Chief Administrative Officer  
Lloyd W. Pellman, County Counsel  
Violet Varona-Lukens, Executive Officer, Board of Supervisors  
J. Tyler McCauley, Auditor-Controller  
Steven Rountree, President, Music Center

LZ:pm

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Time	Performing Group	Type	New	District
3:00:00	Main Titles			
	Henry Mancini Institute	M	*	2
	Opera California	CY		2
	Supervisor Molina Insert			
	Los Angeles Citywide Children's Christian Choir (LA4C)	CY		All
	BackhausDance	D	*	4
	C & E Kids Choir	CY		5
	ARC Activities for Retarded Children and Adults	M		3
	Korean American Music Academy	CY	*	5
4:00:00	Jung Im Lee Korean Dance Academy	D		1
	Supervisor Antonovich (Live)			
	Coro "Alegria"	CY		1
	Conjunto Jardin	M	*	
	Sierra Park Elementary School Folklorico	DY		1
	Salvation Army Tabernacle Children's Chorus	CY		5
	Kennedy Tap Company	D	*	2
	San Fernando Valley Youth Chorus Inc	CY		3
	Celtic Arts Center	CA		3
5:00:00	Celtic Spring	MY	*	All
	Maureen featuring Mariachis Los Toros	MY	*	4
	Harmonic Bronze Handbell Ensemble	MY	*	5
	Commissioner President Karabian Insert			
	Ensemble Royale-Louisville High School	CY	*	3
	Manoochehr Sadeghi	M	*	All
	San Fernando Valley Master Chorale	CA		3

CA = Adult Choir  
D = Dance  
M = Music  
CY = Youth Choir  
DY = Youth Dance  
MY = Youth Music

Time	Performing Group	Type	New	District
6:00:00	Chinese Classical Music Ensemble	M		1
	Occidental-Foothill Master Chorale	CA		1
	Supervisor Yaroslavsky Insert			
	Valley Beth Shalom Congregational Choir	CA		3
	Oy!Stars	M	*	3
	String Theory Productions	M	*	2
7:00:00	AguaLuna Dance Company	D		2
	Supervisor Knabe Insert			
	Vox Femina Los Angeles	CA		2
	Huayucaltia	M	*	4
	Performance on Apron TBD			
	JazzAntiqua Dance & Music Ensemble	D		2
	Compton High School	CY		2
8:00:00	Jazz Tap Ensemble	D		All
	Supervisor Burke Insert			
	Greater Ebenezer Missionary Baptist Church	CA		2
	Sakoba Dance Theatre	D	*	3
	Gay Men's Chorus of Los Angeles	CA		All
	Trip Dance Theatre	D		3
	Silent Night Finale			
	End Credits			
	Total Applications Received			92
	Total 1st District Applications (11%)			10
	Total 2nd District Applications (19%)			17
	Total 3rd District Applications (42%)			39
	Total 4th District Applications (3%)			3
	Total 5th District Applications (20%)			18
	Total All Districts Applications (5%)			5
	Total Performing Groups:			36
	Total Debut Performances:			14
	Percentage of New Artists:			38%
	Total 1st District Approved (14%)			5
	Total 2nd District Approved (26%)			9
	Total 3rd District Approved (26%)			9
	Total 4th District Approved (9%)			3
	Total 5th District Approved (11%)			4

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PROPOSED PROGRAM

44th Annual  
LOS ANGELES COUNTY HOLIDAY CELEBRATION  
2003

Time	Performing Group	Type	New	District
	Total All Districts Approved (14%)			5

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